

FIG. 1

BEGIN

PROVIDE A FEEDBACK QUESTIONNAIRE 210

RECEIVE FEEDBACK FOR A BROADCAST  
IN RESPONSE TO THE QUESTIONNAIRE 220

PROVIDE THE FEEDBACK AND CHARACTERISTIC  
INFORMATION OF THE VIEWER WHO  
PROVIDED THE FEEDBACK TO A  
SERVED SYSTEM 230

GENERATE A RATING BASED AT  
LEAST IN PART ON THE FEEDBACK  
AND CHARACTERISTIC INFORMATION,  
THE RATING TO INDICATE A LIKELIHOOD  
OF INTEREST OR ENJOYMENT IN THE  
BROADCAST FOR POTENTIAL SUBSEQUENT  
VIEWERS BASED ON CHARACTERISTICS  
OF THE POTENTIAL SUBSEQUENT  
VIEWERS 240

PROVIDE THE RATING TO THE  
POTENTIAL SUBSEQUENT VIEWERS  
AND PROGRAMMING PROVIDERS 250

END

FIG. 2

SECRET - 20695T60

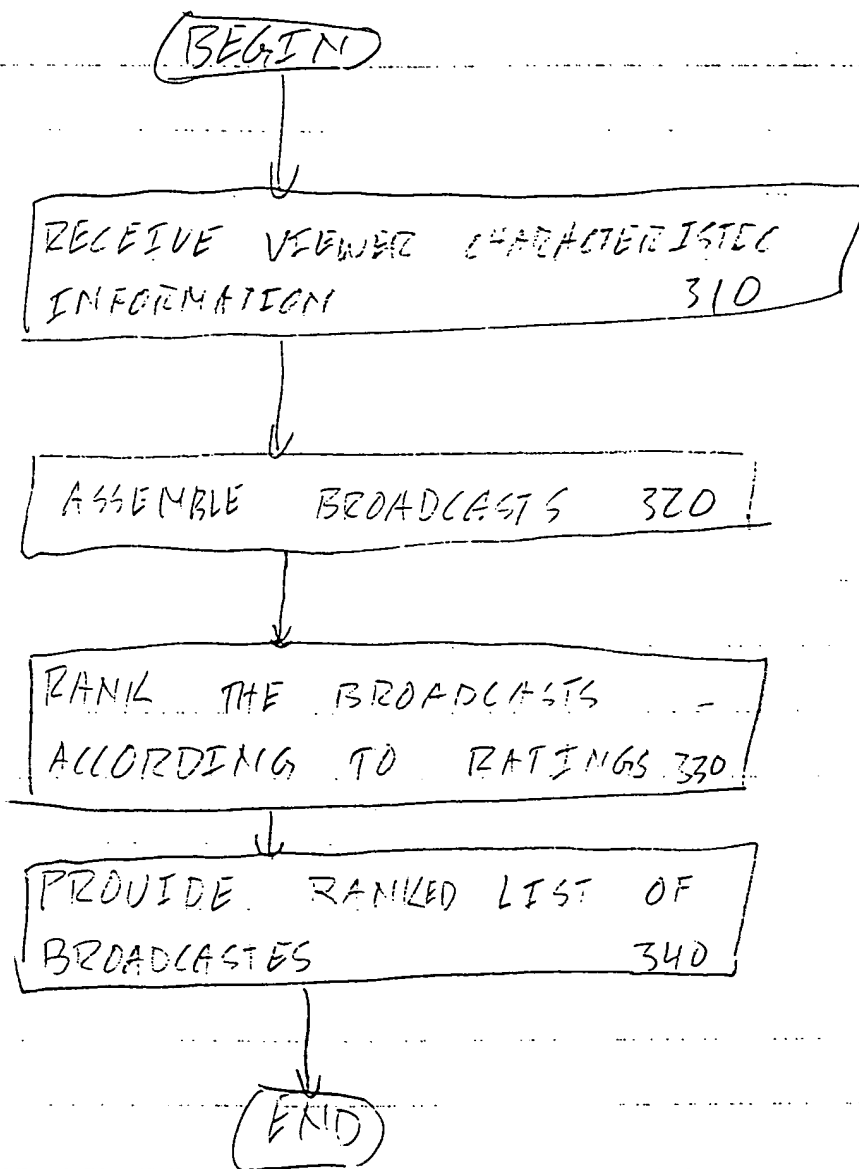


FIG. 3

FIG. 4

NEWS

REVIEW

BROADCAST SYNOPSIS:

SEGMENT A OF PRESIDENT  
CLINTON'S NATIONAL ADDRESS  
FOLLOWING HIS GRAND JURY TESTIMONY

PLEASE RESPOND TO THE FOLLOWING:

- ARE YOU REGISTERED TO VOTE? YES ☐ NO ☐
- POLITICAL AFFILIATION:
  - DEMOCRATE ☐
  - REPUBLICAN ☐
  - OTHER ☐
- GENDER MALE ☐ FEMALE ☐
- AGE CATEGORY:
  - UNDER 18 ☐
  - 19 to 25 ☐
  - 26 to 35 ☐
  - 36 to 45 ☐
  - 46 to 55 ☐
  - 56 to 65 ☐
  - OVER 66 ☐
- DO YOU APPROVE OF  
THE PRESIDENT'S PERFORMANCE  
IN OFFICE? YES ☐ NO ☐
- DO YOU APPROVE OF THE  
PERFORMANCE OF SPECIAL  
PROSECUTOR STARR?  
YES ☐ NO ☐

BROADCAST FEEDBACK:

AFTER THE PRESIDENT'S NATIONAL ADDRESS,  
- YOUR APPROVAL OF THE PRESIDENT'S  
PERFORMANCE IN OFFICE HAS

- INCREASED. ☐
- DECREASED. ☐
- REMAINED THE SAME. ☐

- YOUR APPROVAL OF THE PERFORMANCE  
OF SPECIAL PROSECUTOR STARR HAS

- INCREASED ☐
- DECREASED ☐
- REMAINED THE SAME ☐

SUBMIT

CANCEL

FIG. 5

## NEWS REVIEW

### BROADCAST SYNOPSIS:

SEGMENT A OF PRESIDENT  
CLINTON'S NATIONAL ADDRESS  
FOLLOWING HIS GRAND JURY  
TESTIMONY.

### CATEGORIZED RATINGS: (5,282 RESPONSES)

REGISTERED MALE DEMOCRATES AGES 14 to 25 WHO APPROVE:

X% INCREASE

Y% DECREASE

Z% REMAINED THE SAME

:

UNREGISTERED MALE REPUBLICANS AGES 56 to 65 WHO DISAPPROVE:

H% INCREASE

M% DECREASE

O% REMAINED THE SAME

:

FIG. 6

## MOVIE

## REVIEW

TITLE: THE GREAT ADVENTURES OF MIGHTY SLOTH

GENRE: CHILDREN, ANIMATED, EDUCATIONAL

SYNOPSIS: THE LOVEABLE MIGHTY SLOTH TRAVELS  
(SLOWLY) THROUGH ENDANGERED RAIN FORESTS  
OF SOUTH AMERICA.

PLEASE RESPOND TO THE FOLLOWING:

FOR VIEWERS UNDER 12

- GENDER BOY: ☐ GIRL ☐
- DID YOU LIKE THE MOVIE? YES ☐ NO ☐
- WOULD YOU LIKE TO SEE MORE MIGHTY SLOTH  
ADVENTURES? YES ☐ NO ☐

FOR PARENTS:

- DO YOU APPROVE OF THE EDUCATIONAL  
CONTENT OF THE MOVIE? YES ☐ NO ☐
- DO YOU APPROVE OF THE ENTERTAINMENT  
VALUE OF THE MOVIE? YES ☐ NO ☐

SUBMIT

CANCEL

SCOTT ADAMS

FIG. 7

## MOVIE      REVIEWS

PLEASE SELECT ONE OR MORE MOVIE GENRES

ANIMATED ☒

ADULT ☐

CHILDREN ☒

DRAMA ☐

COMEDY ☐

EDUCATIONAL ☒

DOCUMENTARY ☐

PLEASE INDICATE AGE OF VIEWER:

SEARCH RESULTS:

1. THE GREAT ADVENTURES OF MIGHTY SLOTH.  
THE LOVEABLE MIGHTY SLOTH TRAVELS  
(SLOWLY) THROUGH ENDANGERED RAIN  
FORESTS OF SOUTH AMERICA. (723 RESPONSES)  
BOYS UNDER 12 - 83% APPROVAL  
GIRLS UNDER 12 - 84% APPROVAL  
PARENTAL APPROVAL OF EDUCATIONAL CONTENT - 77%  
PARENTAL APPROVAL OF ENTERTAINMENT VALUE - 92%

2. SAY HELLO TO MR. CRICKET

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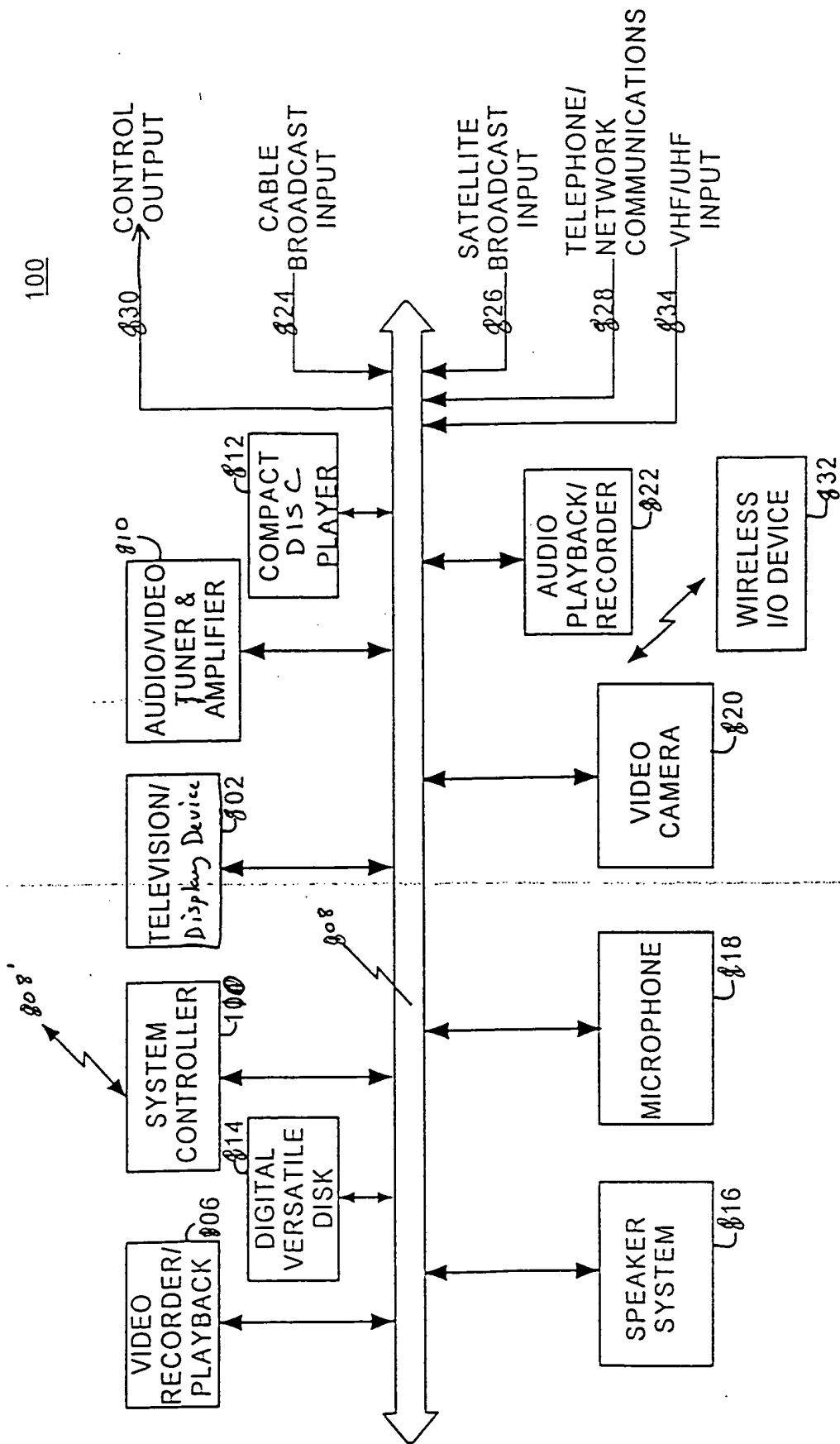


FIGURE 8



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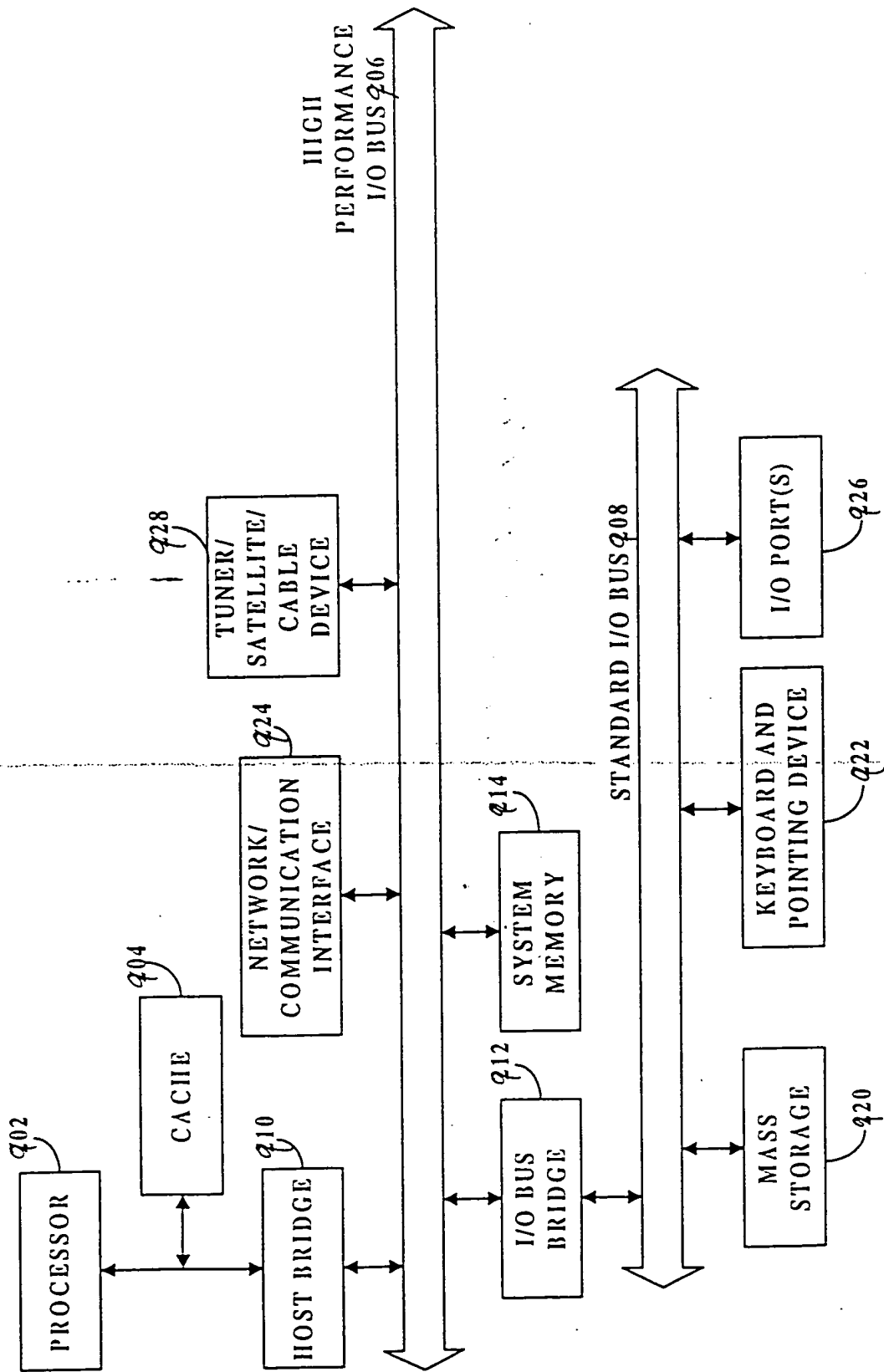


Fig. q